



Founded in 1902, the J. C. Penney Company, by unflinchingly affording the utmost in savings and values, has, in a quarter of a century, grown into a Nation-Wide Institution serving over 2,000,000 families with dry goods, clothing, furnishings, shoes and household needs.

A NATION-WIDE INSTITUTION
J.C. PENNEY CO.

Clara & Fourth Sts.
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